



CALPEEK

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CAMPAIGN '98: ISSA JUMP STARTS HIS GOP U.S. SENATE BID WITH A \$1 MILLION-PLUS RADIO BUY.

Editor's note: Multi-millionaire San Diego businessman Darrell Issa(R) is spending big bucks on a radio buy which will eventually go Statewide. There are several reasons why Issa is on the airwaves this early. Here's our update & analysis...

...Is it unusual for a U.S. Senate candidate to be paying for campaign advertising this early? YES, but Issa has *very deep pockets* and needs the exposure to boost his low statewide name ID. In a recent U.S. Senate survey by Godbe Research (open primary), Issa is at 4%, compared to 14% for CA Treasurer Matt Fong(R) and 12% for San Diego Mayor Susan Golding(R)...

...The :60-sec. ad, which is already on the radio in the Central Valley, was produced by Issa media consultant Larry McCarthy(Gannon, McCarthy, Mason Ltd.). For those with short memories, McCarthy did paid media for Pete Wilson in 1990. An Issa news conference in Sacto July 15th featured only one ad, but sources say there's another spot in the can and more will be produced as the advertising expands statewide...

...The total buy is more than \$1 million and it is supposed to run 8 weeks. However, it's possible the ads could run longer, in which case the cost could double. DC-based Strategic Media handled the buy. Originally, the ad was to be *tested* in the Central Valley, but the strategy changed. Key geographic targets are the Central Valley, rural Northern Calif., the Inland Empire and So. Calif.(San Diego, L.A. & Orange counties). Target audiences: Christian radio, country & Rush...

...In addition to boosting Issa's name ID statewide, the early buy (w/news conference) gets the conservative businessman some good free news media exposure and shows opinion molders, insiders & political reporters

that Issa is indeed a *very serious candidate*. This last point is important, because spin doctors for Fong & Golding have been trying to downplay Issa's candidacy. At the news conference, Issa's campaign manager, Scott Taylor, said his candidate was prepared to spend between \$8-15 million in the open primary and another \$15 million in the general...

...FYI: this 1st :60-sec. spot features Issa himself. The ad is titled, "*Worst*." It opens with Issa saying, "Barbara Boxer is one of the worst Senators in Calif. history." The rest of the ad is an attack on big government and high taxes - a solid message clearly aimed at conservative voters. Stay tuned...

CALPEEK WILL BE ON VACATION THIS WEEK

We will be on vacation the week of July 21st, so don't be looking for a newsletter next week. We'll be back at work on July 28th and our next newsletter will be dated Aug. 4th. Stay tuned...

CAMPAIGN '98: A PREVIEW OF THE BATTLE FOR MAYOR OF OAKLAND. WILL JERRY BROWN RUN??

Editor's note: At the current time there are about 6-8 candidates who are either testing the waters or giving serious thought to running for Mayor of **Oakland** in '98. It could be a very interesting election. Here's our first look & analysis...

...A city of 373,000, Oakland always seems to get the short end of the stick. First there was the 1989 earthquake which devastated parts of the city. The school district remains in a shambles. And now Alameda Co. and Oakland residents are POed at their beloved Raiders NFL team because the deal to return them to Oakland has gone sour, costing taxpayers big bucks. As insiders begin to focus on the race for mayor in Calif.'s 8th largest city, much of the speculation is on

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Jerry Brown, an Oakland resident for the past 3 years...

...At 58, the former governor and presidential candidate hasn't said YES or NO, but he shows up regularly at council meetings and tried (unsuccessfully) to have Mayor Elihu Harris appoint him to the powerful Oakland Port Commission. Insiders think he'll run, but we'll just have to wait. Brown has his own timetable...

...Like Brown, Mayor Harris is another mystery. He's been mayor for 7+ years and although there are no term limits in Oakland, the conventional wisdom is that he *won't seek reelection*. Why? 1) He's had a hard time rounding up five(5) votes on the council; and 2) the Raider NFL deal has really left a bitter taste in voters' mouths...

...Oakland Councilman Ignacio De La Fuente, who is a full-time union official, is already running for mayor and doesn't think much of Brown. He was quoted recently as saying *Brown's time has passed*. Maybe, maybe not. And while Ignacio now has most of labor with him, if Brown jumps into the race, labor's vote will certainly split between the two...

...There are two probable candidates who will appeal to Oakland's business community: Ces Butner, immediate past chair of the Oakland Chamber of Commerce; and businesswoman Audrey Rice Oliver, who has gotten heavy media coverage and is the sister of Seattle Mayor Norm Rice. Oliver is well-connected politically and both Oliver & Butner should have good resources. Oliver already has hired Staton Hughes & Shafer as her campaign consultant...

...Although its not known if he'll have the resources, Ed Blakely is an urban planner who is taken seriously in some quarters. Watching from the wings are Alameda Co. Sup. Mary King, who ran 3rd in 1994, and former Oakland Councilwoman Dezie Woods-Jones...

...FYI: If Brown runs, some insiders are predicting he'll win the election *without a runoff*, capturing more than 50% of the vote. Stay tuned...

COMMUNICATING WITH CALPEEK VIA E-MAIL.

For those inclined to use it, we do have an E-mail address: **calpeek@aol.com**. We check our E-Mail 4-5 times a week...

VILLARAIGOSA TO ADDRESS L.A. AFFAIRS FORUM.

CA Assembly Majority Leader Antonio Villaraigosa(D) will address members of the L.A. Current Affairs Forum, 11:30 a.m. reception, 12 noon lunch, July 30th, Hyatt Regency Hotel, L.A. Villaraigosa will discuss the current legislative session. For info ☎ Emma Schafer (213)627-7427...

CAMPAIGN '98: PART VI - U.S. HOUSE CONTESTS.

Editor's note: Here's another brief update about U.S. House contests in 1998...

☒ **1st CD** - Demo State Sen. Mike Thompson's bid to become the nominee in this northern Calif. CD now represented by U.S. Rep. Frank Riggs(R) is rolling along in very good shape, according to **Calpeek** sources. Does this mean that the '96 losing Demo candidate, Michela Alioto, has pulled the plug? No, but sources tell **Calpeek** Alioto is being "encouraged to look elsewhere in '98." Who is doing the encouraging? Sources say U.S. Reps. Nancy Pelosi & Vic Fazio, as well as CDP Chair Art Torres and State Sen. John Burton. In addition, sources say DCCC, CDP and Demo County chairs from the 1st CD would like VP Al Gore to step in and persuade Alioto that a contested primary with Thompson is not in the best interests of the party or House Democrats. Alioto worked for Gore in DC before moving to Calif. to run in '96. Some sources think Alioto could be persuaded to run for the open 7th AD in '98 - the seat which now belongs to Assemblywoman Valerie Brown, who is *term-ed out*, but plans to run for Thompson's 2nd SD...

☒ **10th CD** - Although he's not very high on former Congressman Bill Baker's list of acceptable GOPers, sources say that a potential challenger in '98 to freshman U.S. Rep. Ellen Tauscher(D) is Dublin Mayor Guy Houston, a hard-charging moderate...

☒ The CA Congressional delegation followed party lines when voting on the Demo alternative to the **tax bill** - and it was defeated. However, when the GOP tax plan came up for a vote, 27 House Demos broke ranks and voted with the GOP. Five Demos were from Calif: Gary Condit, Cal Dooley, Jane Harman and freshmen Brad Sherman & Loretta Sanchez. Although there will be another vote on a tax bill, some sources think Ellen Tauscher(D-10th CD) *screwed up* by not voting for the GOP plan. Stay tuned...

DOG DAYS OF SUMMER: POLITICAL SHORT TAKES.

Editor's note: Here are a few political items worth noting...

■ ***Open Primary Trial*** - Mark your calendars for July 28th in U.S. District Court in Sacto. The Calif. AG + Gibson, Dunn are defending CA's new Open Primary Law (Prop. 198) vs. Olson, Hagel et al (for the Calif. Demo Party, Peace & Freedom Party + Libertarians) and Nielson Merksamer (for the Calif. GOP). It will be a 3-day trial, with tons of pre-trial legal briefs for the judge to read. There will be a handful of witnesses and then post-trial briefs. Source think there could be a decision by mid-October...

■ ***Politics of Welfare Reform*** - There are two key blocs of voters to watch as Demos and GOP legislators & Gov. Pete Wilson(R) hammer each other over welfare reform: 1) new immigrant voters in toss-up districts; and 2) women. Both sides in this battle are said to be polling regularly. Districts to watch: 69th AD (Morrissey-R), 60th AD (Miller-R) and 43rd AD (Wildman-D). All three ADs have heavy concentrations of new immigrant voters. The big surprise: GOP State Sen. Cathie Wright's support of the Demo position on welfare. The key points where GOPers have to give: child care & aid to legal immigrants. The key point where Demos have to give: the timeline...

■ ***Where Are the SuperScoopers?*** - A month after L.A. Co. voters approved Measure E (for fire protection services), there was a big brush fire in the Azusa area. When one fire fighting helicopter crashed, the news media began to ask: where are those Canadair SuperScoop fire fighting airplanes? Answer: still in Canada, despite the fact that L.A. Co. *has the money* to bring them down now...

■ ***No Foreign \$ for Calif. Initiatives*** - Gov. Pete Wilson has signed SB 109 (Kopp I-SF) into law, prohibiting foreign governments from contributing to Statewide initiatives, referendums or recall campaigns. The law was sponsored by Sec. of State Bill Jones(R)...

■ ***Full Metal Jacket*** - Keep your eyes on SB 591 by Sen. Ross Johnson(R-Orange Co.). This obscure gun bill would provide \$488,000 in *sales tax relief* for gun

dealers. The tax is on state-mandated DROS records (Dealer Record of Sales) - which go to the Calif. DOJ for those background checks. The Wilson Admin. **opposes** SB 591. The bill passed the Senate and is now in the Assembly Appropriations Cmt. Stay tuned...

CALIF. INITIATIVE UPDATE: NEW MEASURES GIVEN THE GO AHEAD TO BEGIN CIRCULATING FOR 1998.

Editor's note: Here's a brief update on three new measures which have been given the OK to begin collecting signatures and a brief update on what's at the AG's office awaiting Title & Summary...

☒ ***New Initiatives***: 1) **Education. Public Schools. English as Required Language of Instruction** is the official title of this statute by proponents Ron Unz of Palo Alto and Gloria Tuchman of Santa Ana. In effect, this proposal would limit bilingual education for non-English speaking students to 1 year. Unz & Tuchman have until Dec. 1, 1997, to collect 433,269 signatures. Need info? ☎(415)832-5262. 2) **County Regulation of Timber Harvesting Plans and Operations** is the official title of this statute by proponents Elise Moss and Lisa Christopher of *Neighbors for Responsible Logging* ☎(408)231-9863. This statute would not only require Dept. of Forestry approval for timber harvesting, but also approval by local counties. The deadline for collecting 433,269 signatures is Dec. 3, 1997. 3) **Cigarette Tax. After-School Tutoring** is the official title of this statute by proponents Tyrone Vahedi & John Shallman of *Children's Rights 2000* ☎(310)319-9885. This measure would hike cigarette taxes by 50 cents per pack to fund a voluntary after-school tutoring program. In 2008, the tax would go up by another 10 cents. Deadline for gathering 433,269 signatures is Dec. 8, 1997...

☒ ***Already Qualified***: 1) SCA 18 (ballot measures); 2) SCA 4 (court consolidation); 3) SCA 19 (judicial performance, court commission); 4) SB 1231 (sentencing - worktime credits); 5) Competitive Bidding; 6) 95-5 (school spending); & 7) Congressional Term Limits...

☒ ***At the AG's Office*** - Awaiting Title & Summary are the following initiatives: 1) Campaign reform; 2) Defense of Marriage Law; 3) Calif. Water & Land Conservation act; and 4) Gaming (by Robert Wilson & John Brown - for the umpteenth time). Stay tuned...

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CAMPAIGN '98: ODDS & ENDS FROM AROUND CALIF.

Editor's note: Here are some political developments worth noting for 1998...

☒ **AG's Contest** - On the Demo side, Senate Majority Leader Charles Calderon(D-Montebello) has hired S.F.-based Terris & Jaye to handle media and strategy. In addition, Calderon has hired L.A.-based Charlotte Dobbs & Co. to coordinate the statewide fundraising effort. This is the first real movement by Calderon since his name first surfaced as a potential candidate many months ago...

☒ **Treasurer** - On the GOP side, Assemblyman Jan Goldsmith of Poway has hired Sacto-based McNally, Temple Associates as his lead consultant. Goldsmith also released the names of 28 GOP legislators who have endorsed his candidacy. Included in the list were GOP Assembly Leader-elect Bill Leonard and former Senate GOP Leader Ken Maddy. Goldsmith has 5 statewide co-chairs. They include: Claire Burgener, L.A. Co. Sup. Mike Antonovich, Ward Connerly, State Sen. Cathie Wright and Assemblyman Rod Pacheco...

☒ **Controller's Race** - Sources tell **Calpeek** that incumbent Kathleen Connell(D) is expected to do one of two things in '98: either run for reelection or return to the private sector. Rumors that she would run for another statewide office are just that - *rumors*. Stay tuned...

NEW JOBS, ADDRESSES AND PERSONNEL NOTICES.

Editor's note: Here are some items to mark down in your notebook...

● A sad note: Former 4-term Congressman Joseph F. Holt(R), 73, who represented the San Fernando Valley in the 1950s, has died. R.I.P...

● Ronald W. Wong is leaving his L.A.-based political consulting firm (Lang, Murakawa & Wong) to become a special assistant in the U.S. DOJ's Community Relations Service...

● William Kahl has joined Burson-Marsteller's Sacto office as a director. He was the opinion editor of the Sacto BEE prior to joining Burson...

● Married: Demo campaign consultant Mary Hughes (of S.F.-based Staton, Hughes & Shafer), and Santa Clara Co. Sup. Joe Simitian, on July 4th...

● Married: Matt Cunningham, press secretary to GOP U.S. Senate candidate Darrell Issa, and Laura Mahan, aide to State Sen. John Lewis, on July 5th...

● Sentenced: to 2 years in prison for having sex with a 14-year-old girl --- former Demo Assemblyman Tom Connolly of San Diego. Connolly is appealing...

● Sacto-based Hopcraft Communications has hired John Black as a Sr. AE...

● Former West Hollywood Mayor/councilwoman Abbe Land is the new director of development at the Los Angeles Free Clinic...

● James W. Litz has been named as Govt. Affairs Director & Lobbyist for the Beverly Hills/Greater L.A. Assn. of Realtors. The two associations merged operations back in January...

CALPEEK'S CALENDAR OF POLITICAL EVENTS

July 22-30	Nat'l Governor's Assn. meeting, Las Vegas.
July 25-26	Lake Tahoe Summit (w/Pres. Clinton 7/26).
July 26-28	50th Annual CA Broadcasters Assn. convention, Monterey, CA.
July 27	DCCC Dinner in L.A. w/Pres. Bill Clinton.
July 28	Trial begins on challenge to constitutionality of CA's Open Primary Law, U.S. Court, Sacto.
Aug. 2-Sept. 2	Congressional recess.
Aug. 6-10	Nat'l Conf. of State Legislatures annual meeting, Philadelphia, PA.
Aug. 21-23	Regional Political Leadership Summit, sponsored by the Council of State Govts. - West. San Francisco.
Sept. 12	CA Legislative session ends.
Sept. 25-28	DNC meeting, Washington DC.
Sept. 26-28	Calif. Republican Party state convention at the Anaheim Marriott Hotel.
Oct. 26	End of daylight savings time.
Nov. 4	Election Day - S.F. City Attorney & Treasurer; + other local elections.
Nov. 16-19	IAPC Annual Conf., Buenos Aires.
Dec. 3-5	Sessions on Tourism & Future of Western Legislatures. Sponsored by Council of State Govts. - West. Kohala Coast, Hawaii.
Dec. 5-9	Council of State Govts. annual meeting, Honolulu.